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THE EXTENSION HORTICULTURIST

November 1, 1931.

How are you getting proven demonstration work before those who most need its benefits? In other words, how are you advertising the goods you offer? Tell us about your publicity methods for use in the December "Extension Horticulturist."

Office of Horticultural and Pomological Investigations
and States Relations Service Cooperating.
U. S. Department of Agriculture,
Washington, D. C.

Literature and Publicity.

Special news articles, bulletins, circulars, mimeograph letters, posters and other printed matter have played an important part in the conduct of horticultural extension work. We would like to know what particular type of literature and the kind of publicity material that has given the best results in each of the states, as we desire to devote a special number of the "Extension Horticulturist" to the subject of printed matter for extension work in horticulture.

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Home Gardens for 1922.

According to the best sources of information, fewer men are unemployed now in this country than 2 or 3 months ago. The fact remains, however, that many workers are now drawing lower pay than formerly and some families are going to have difficulty in making ends meet. This leads us to believe that a vigorous campaign for home gardens will be very much in order for next year. This work should be started in December and kept up continuously until after the gardens are planted. While our work is primarily with the farmers we are frequently called upon to furnish organization plans for city garden clubs and to aid in civic improvement. Several cities have already indicated their desire for aid in this line and if any of the horticultural extension workers has in his files an especially good plan, we would appreciate receiving a copy of it. This office will prepare a special series of garden news articles for the use of the papers but articles prepared by the state men will be better suited to local conditions. The encouragement of farmers to give more attention to farm gardens is a very important phase of the work and one that is ever with us.

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Spray Rings.

Spray rings are proving the solution of the problem of getting small orchards properly sprayed. One of the best plans is that followed by the Iowa extension forces. There is need, however, for extension of this method to every community where fruits are grown. Recently one or two of the state specialists have adopted the spray ring plan for spraying vegetables. This is especially adapted to the spraying of Irish potatoes, celery, melons and cucumbers, peas, tomatoes, and, in fact, any vegetable crop that is grown in a general way in a community. The ring should be of such size that the man doing the spraying could handle it on time, proper allowance being made for weather conditions as they are likely to occur. By this method a high power spray outfit can be used and the spray materials purchased in wholesale lots. This method of spraying is worthy of the careful consideration of both fruit and vegetable extension men, especially for sections where there is a clearly defined industry that is now suffering for want of proper spraying.

Give us a short discussion of your 1921 spray rings - the successes and failures. The spray ring has come to stay. Why not have more pruning rings or tours? Some of you have tried them - what do you think of them?

Inspection Tours.

A number of interesting tours have been held this summer by both the fruit and vegetable extension specialists in cooperation with the county agents and others connected with the work. These visits of the county agents and the growers give opportunity for comparison of methods that can be secured in no other way. In a few cases the so called tour has taken the form of a holiday excursion, special lunches being provided at the points visited at noonday. Following the lunches a very short program, calling attention to the points of most vital interest, is held. Where the distances covered are considerable, the tours have extended over two or even three days. As a rule two days seems to be the most profitable length of time to be devoted to an individual tour. These tours have a double effect in that they not only give those who go on the trip an opportunity to observe, but also put those who are visited on their mettle to make a good showing and to have their places in good condition.

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The following brief report of a field tour held in western New York was received from Mr. J. R. Bechtel, Extension Specialist of the New York College of Agriculture:

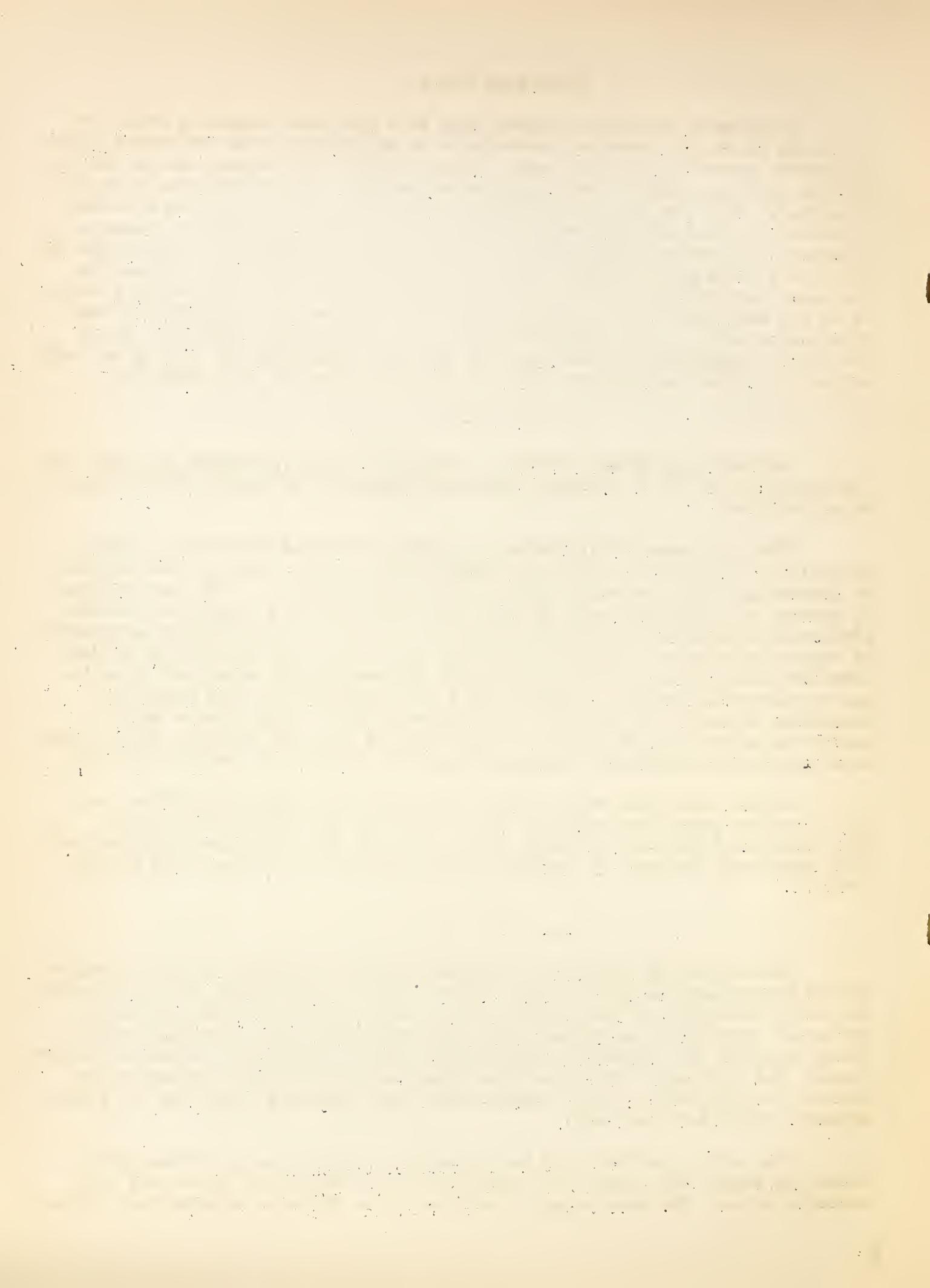
"The Department of Vegetable Gardening at Cornell University, in co-operation with the State Vegetable Growers' Association, held a field meeting in Chautauqua County on August 25th. Although it fell at a very busy season, 75 growers of vegetables were on hand. One of the points emphasized was the problem of maintaining fertility on vegetable farms and the increasing practice of vegetable growers in Erie County of putting the pea vines and corn stalks into the silo and then wintering a number of beef animals each year so as to add to the manure supply. The fact that this section is in the corn borer quarantine district has resulted in a number of sweet corn growers building silos and in this way destroying a great many of the corn borers. Disease control experiments, including dusting, were also observed in the Eden district.

Another important stop on this tour was at the tomato fertilizer and plant growing experiment which is being conducted at Silver Creek by the Department of Vegetable Gardening at the New York State College of Agriculture. This experiment includes 70 forty-acre plots and has been carried on for years."

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An interesting report was recently received from Prof. A. G. B. Bouquet of the Oregon Agricultural College. Prof. Bouquet is in charge of the vegetable gardening work for the College but devotes approximately 15% of his time to extension activities, no regular full-time vegetable garden extension worker being employed. Mr. Clayton L. Long is the regular pomological extension worker. Request has been made for a full time vegetable extension man but as yet no one has been provided. Prof. Bouquet gives the following report of the onion growers "field day" and tour:

"The writer participated in a tour of the onion farms of Washington County on August 10th under the auspices of the County Farm Bureau and agricultural agent. The tour began at one farm and a definite schedule was followed



throughout the day with picnic lunch at noon. During the tour crop conditions were observed also insect and disease injury and approximate yields, etc. After the noonday luncheon addresses were made by leading growers followed by a general discussion. The feature of the day was the demonstration of onion smut control conducted cooperatively by the County Farm Bureau and the Department of Plant Pathology of the Agricultural College. Results of these demonstrations are now in the hands of the growers.

On September 16th the writer judged the exhibits of the boys' and girls' club of Multnomah County which was staged in the auditorium of the largest department store of Portland, Oregon. The exhibition attracted considerable interest from city people as well as rural folk.

The outstanding feature of the exhibit was the demonstration of "quality" exhibits based on the lessons learned by the juveniles on the necessary varietal types and characters of good commercial vegetables. In past years the displays have not been marked by the uniformity and general quality that was noticeable in this year's exhibition. The youngsters are now learning the viewpoints of the commercial grower and of the judge who awards ribbons and cash prizes, based on the commercial excellence of the exhibits."

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Consolidation of Extension Work.

On October 1st the extension work of the Department was combined under one office with Dr. C. B. Smith at the head. During the month of October a number of conferences of the workers were held to determine the best methods of apportioning the work and reorganizing it for the future. Thus far the plan has not been sufficiently matured for announcement, but it is anticipated that the full plan of handling the work will be complete within a short time. The combination and reorganization of the two offices is being effected in accordance with the present policy of correlating similar activities of the Government service.

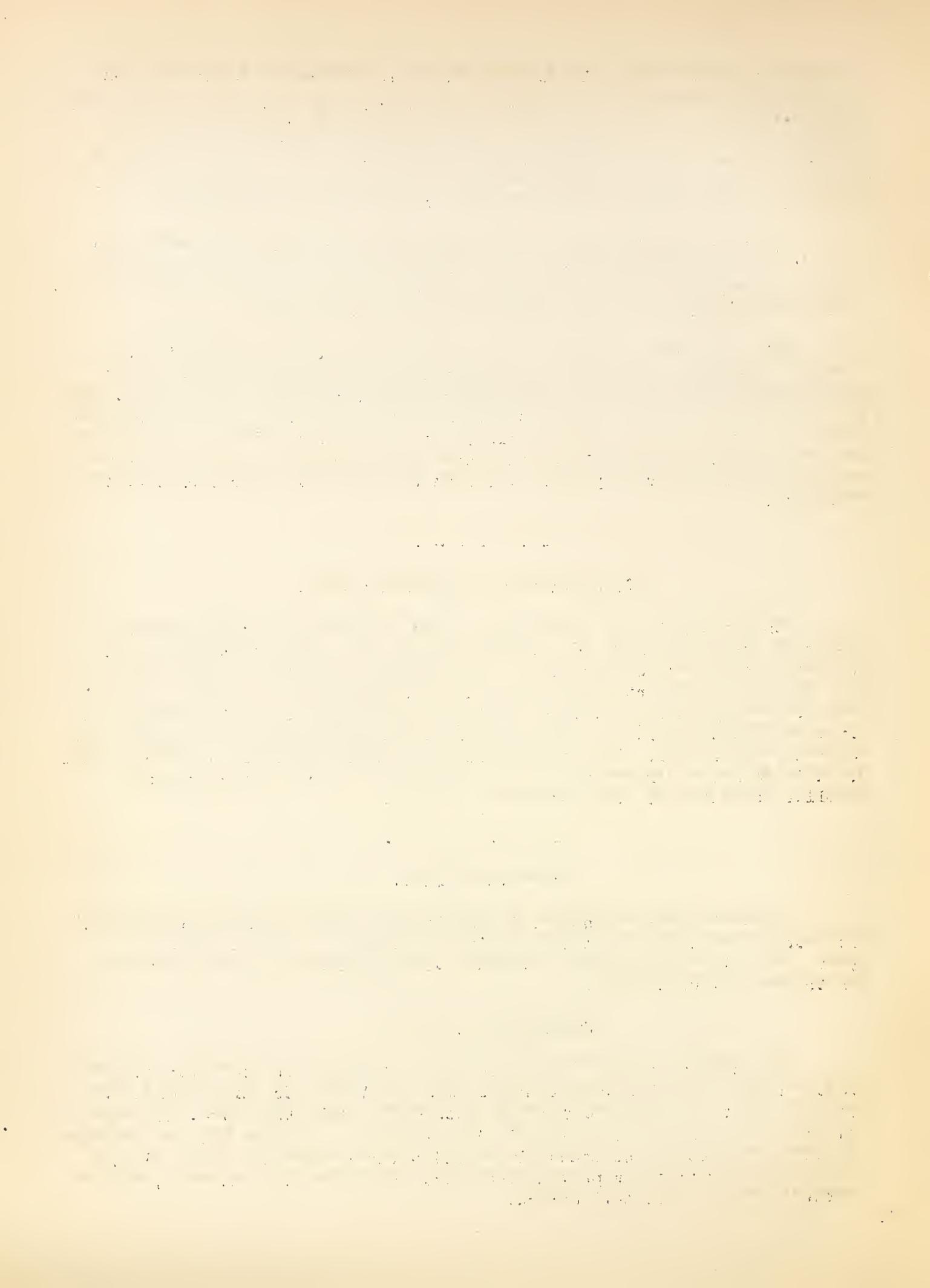
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Results of 1921.

We would like to include in the December "Extension Horticulturist" some of the striking results of fruit and vegetable work obtained this year. Here is an opportunity to share your successes with other workers in the same lines of work.

Suggestions for 1922.

The columns of the "Extension Horticulturist" are open for suggestions for 1922. What have you on your mind that the rest of us would like to know about. Perhaps we can help each other along this line. The value of this little publication lies in its service as a medium for the exchange of ideas and methods of conducting horticultural extension work. If you have something that has proven especially successful in your work, tell us about it and we will tell others.



The American Society for Horticultural Science will hold its annual meeting in Toronto, Canada, on December 28, 29 and 30.

Extension school work will soon be under way. Will those who expect to hold these schools before the holidays kindly send us dates and names of places where the schools will be held?

Roadside Markets.

Fruit and vegetable growers have in many instances found the roadside market a good means for converting surplus products into cash. While touring through the east during the summer the writer had a splendid opportunity to study the psychology of these markets, large and small, scattered along the main arteries of automobile travel. Those who purchase on these markets expect, and, reasonably so, to get choice products fresh from the orchard or garden and at prices no higher than those of the large markets. It often happens, however, that the produce offered is not fresh or of good quality and the prices are higher than in the city. There has sprung up a class of roadside vendor which secures a suitable location and buys and sells farm produce. This practice is discrediting the genuine producers roadside market and it is very evident that some form of regulation will be necessary.

One of the finest and best managed roadside markets visited was that of Mr. J. C. Hendrickson of Middletown, New Jersey. Mr. Hendrickson's farm is located directly on the main line of travel between New York City and the Jersey coast resorts. All of the farm, orchard and garden produce sold on this market is grown on the place but in order to carry the overhead expense of operating the market an oil and gas station is maintained also a small stock of automobile supplies. A unique feature of this roadside market is the use of an adding cash register which keeps the record by commodities so that Mr. Hendrickson keeps an accurate account of the returns from each kind of produce sold. Mr. Hendrickson packs his fruits and other produce in several sizes of packages so as to accommodate purchasers wanting a large or small amount and it is a rule of the market that every customer must be satisfied. Cards stating the variety of the product are inserted in each package to enable the purchaser to intelligently ask for the same kind another time. All surplus fruits are placed in cold storage at a nearby town and are placed on the market as required. The sales from this market often amount to \$1000 a week or more during the summer season and every customer gets full value for his dollar.

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